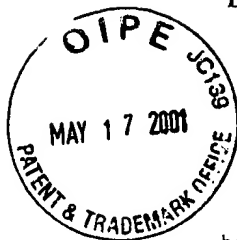


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DECLARATION and POWER OF ATTORNEY

Attorney's Docket No. _____

As a below named inventor, I hereby declare that:
 My residence, post office address and citizenship are as stated below next to my name.
 I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled USER INTERFACE FOR COLLECTING VIEWER RATINGS OF MEDIA CONTENT AND FACILITATING ADAPTION OF CONTENT RECOMMENDERS

specification of which (check one) _____ the
☒ is attached hereto.

_____ was filed on _____ as Application Serial No. _____ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by the amendment(s) referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulation, §1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

PRIOR FOREIGN APPLICATION(S)

COUNTRY	APPLICATION NUMBER	DATE OF FILING (DAY, MONTH, YEAR)	PRIORITY CLAIMED UNDER 35 U.S.C. 119

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35 United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

PRIOR UNITED STATES APPLICATION(S)

APPLICATION SERIAL NUMBER	FILING DATE	STATUS (PATENTED, PENDING, ABANDONED)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)
 Jack E. Haken, Reg. No. 26,902
 Michael E. Marion, Reg. No. 32,266
 Edward Blocker, Reg. No. 30,245

SEND CORRESPONDENCE TO: Corporate Patent Counsel; Philips Electronics North America Corporation; 580 White Plains Road; Tarrytown, NY 10591	DIRECT TELEPHONE CALLS TO: Gregory L. Thome (914) 333-9665
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Dated: Jan 15, 2001		INVENTOR'S SIGNATURE: <i>K. B. Kaushal</i>		
Full Name of Inventor	KURAPATI Last Name	KAUSHAL FIRST NAME	Middle Name	
Residence & Citizenship	YORKTOWN HEIGHTS City	NEW YORK STATE OR FOREIGN COUNTRY	INDIA Country of Citizenship	
Post Office Address	206 SANDPIPER COURT Street	YORKTOWN HEIGHTS CITY	NEW YORK State or Country	10598 Zip Code

Dated: 2001-1-15		INVENTOR'S SIGNATURE: <i>J. David Schaffer</i>		
Full Name of Inventor	SCHAFER Last Name	JAMES FIRST NAME	DAVID Middle Name	
Residence & Citizenship	WAPPINGERS FALLS City	NEW YORK STATE OR FOREIGN COUNTRY	UNITED STATES Country of Citizenship	
Post Office Address	101 EDGEHILL DRIVE Street	WAPPINGERS FALLS CITY	NEW YORK State or Country	12590 Zip Code

Dated:		INVENTOR'S SIGNATURE:		
Full Name of Inventor	Last Name	FIRST NAME	Middle Name	
Residence & Citizenship	City	STATE OR FOREIGN COUNTRY	Country of Citizenship	
Post Office Address	Street	CITY	State or Country	Zip Code

Dated:		INVENTOR'S SIGNATURE:		
Full Name of Inventor	Last Name	FIRST NAME	Middle Name	
Residence & Citizenship	City	STATE OR FOREIGN COUNTRY	Country of Citizenship	
Post Office Address	Street	CITY	State or Country	Zip Code